



Character Study



creative direction



(genesis)

internal use only



Campaign Proposal

campaign centers around one female model, a striking canvas of transformation, who embodies a series of bold, bizarre and captivating characters. a chameleon of sorts, each persona is defined by the wigs they wear—outrageous, mysterious, quirky—anchored by maria nila’s hair care products. set in a minimalist 9 orchard hotel room, the static backdrop amplifies the magic of reinvention. maria nila products take center stage, turning everyday tools into symbols of identity, creativity, and endless possibility...think of it as a cinematic cosplay session where the model morphs and reinvents with every look. a celebration of ritual and refinement, a fusion of hair, art, and city culture that whispers: care is an art form, and maria nila is the ultimate partner. that’s the campaign. maria nila isn’t just haircare; it’s how we elevate our daily rituals and redefine the meaning of self-care.

with a mix of humor, drama, and a dash of surrealism, we’re creating a visual journey that’s as classic as it is unforgettable. a visual symphony of who we are and who strive to become, this campaign isn’t afraid to push the envelope. inspired by the surreal worlds of nadia lee cohen, the character-driven personas of cindy sherman, and the playful irreverence of andy warhol, this campaign pushes boundaries, turning a transient space into a metaphor for self-expression.

campaign is shot on medium format film, capturing rich textures and striking detail to elevate the artistry of each transformation. a video component will feature interview-style moments where the model embodies each character, offering playful, surreal insights into their personas and blurring the lines between fiction and reality.

maria nila’s products are more than tools here—they’re extensions of the body, symbols of possibility, and an anchor to a story where we can be anyone, at any time.



internal use only

Character Study

creative direction

(a visual perspective)

internal use only

(pg 2)



+1. Setting the Stage — (Visual Tone and Brand Aesthetics)
Narrative Integration of Product Features

the visual tone is sleek and modern, with vibrant pops of color framed by the simplicity of the hotel room. this minimalist setting keeps the focus on maria nila's hair products, creating a stage for each character to come alive. from defined curls courtesy of the *styling mousse* to polished strands styled by the signature *true soft argan oil*, every detail captures the energy of reinvention. the campaign showcases each product's strong hold and lasting power, proving it can handle any transformation, anytime.

this campaign brings to life a cast of fully realized characters, each with a unique story, brought to life by maria nila's various products. inspired by the transformative power of identity, each look—from bold to whimsical—becomes a window into a new persona. uncompromising quality ensures hairstyles stay flawless through every transformation, preserving each character's essence, preparing them for their next moment, and honoring daily rituals.

character-driven design: each wig defines a distinct personality, from the towering eccentric diva to the sleek, mysterious muse with a knot bag. every detail—from exaggerated hairstyles to carefully curated wardrobe pieces—builds a narrative.



internal use only

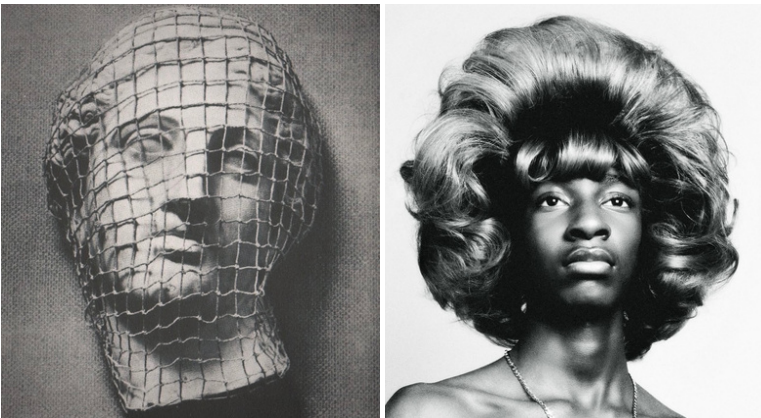
Character Study

creative direction

(a visual perspective)

internal use only

(pg 3)



+2. Product Flats — (Icons on Display)

The Art of Transformation

product flats will present maria nila’s products as museum-worthy artifacts. inspired by warhol’s wig displays at the tate modern, products will be showcased in minimalist glass cases, highlighting their craftsmanship and iconic appeal. each display will feature dramatic styles—long, platinum waves, voluminous curls, and angular bobs, achieved via the *finishing spray* + *volume spray*—and meticulously arranged as if part of a gallery exhibit. flat lays will further emphasize the artistry, styled in vibrant, timeless compositions with tools, accessories, and props like vintage hairbrushes and silk fabrics adding texture and depth.

additional flats are captured with the same intentionality as the campaign itself—minimal, dynamic compositions that highlight maria nila’s role in transformation. placed alongside aesthetic objects the products become part of the narrative, reinforcing hair care as an essential ritual. soft, natural lighting and textural contrasts elevate the visuals, making them feel tactile—inviting touch, routine, and reinvention.

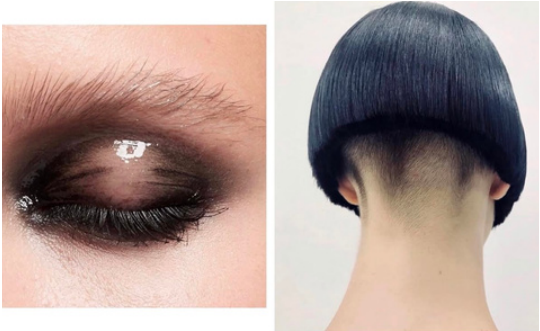
close-ups will capture products’ seamless application, focusing on perfect, precisely styled hairstyles, and their role in creating flawless transformations. the museum-like presentation further elevate the products, blending functionality with high art.



© 2024

internal use only

Character Study



creative direction



(a visual perspective)

internal use only

(pg 4)



+3. Creative Justification — (Why it Works)

Maria Nila Chronicles

this campaign uses the hotel room as a metaphor for identity and reinvention; the model’s seamless transformations showcase the reliability and artistry of maria nila’s hair products. it’s about more than haircare—it’s about self-expression and the freedom to reinvent yourself effortlessly. the result is a visual and narrative exploration of identity, with maria nila serving as the ultimate tool for evolution and self-expression. these aren’t just looks—they’re living, breathing characters.

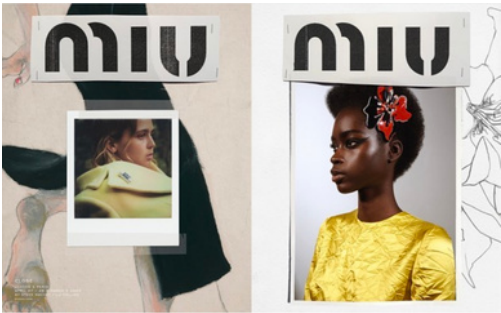
this campaign turns hair care into a timeless ritual—where maria nila empowers self-expression, reinvention, and transformation that transcends eras.

why this concept resonates from a brand / marketing perspective...

1 relatable rituals — addresses the universal experience of hair care as a daily practice, offering products that simplify and enhance styling with ease.

2 digital impact — striking visuals and surreal storytelling make for highly shareable content, perfect for engaging a digital audience and fostering deeper brand engagement across platforms.

internal use only



3 artistic depth — elevates hair care tools into art; transforms hair care into an artistic medium, celebrating ritual, texture, and craftsmanship in every frame.

4 aspirational appeal — bold, ever-evolving characters inspire confidence and creativity, positioning maria nila at the heart of nyc’s creative community, where artists, designers, and tastemakers embrace hair as an extension of their craft and gravitate towards brands that balance intention with experimentation.





“identity is no longer a static, fixed entity but constantly in motion, continually evolving and morphing from one state to another in response to an ever-altering and always-connected world. there is new confidence to embrace playful self-expression.”



video direction

Character Study

creative direction

(video)

internal use only

(pg 6)



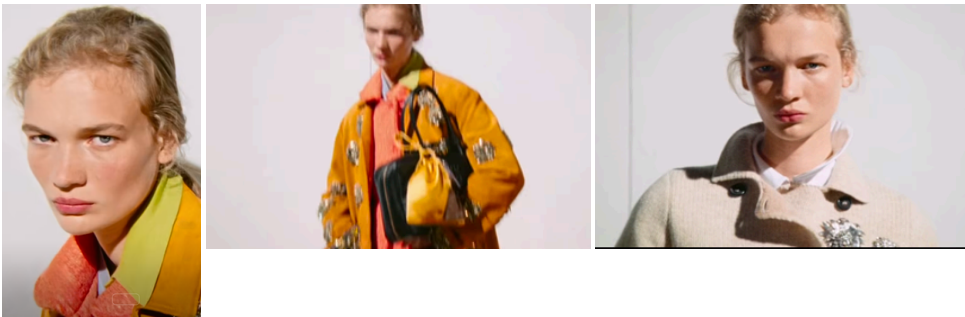
Cinematography Focus

+ 1
Shot on VHS

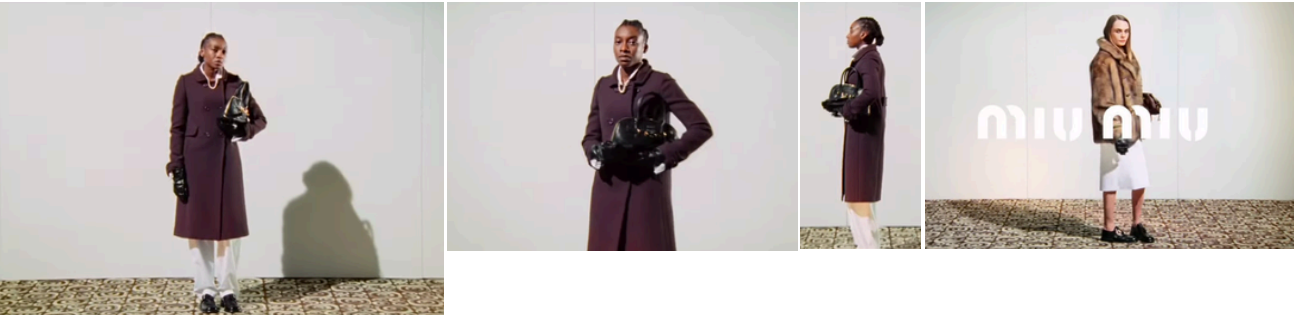
+ 2
Photo Direction



Numero — 1
+
(*what's in your bag moment*, maria nila products spilling out of model's purse)



Numero — 3
+
(set against a modern, minimalist backdrop, the model is captured through the nostalgic lens of vhs footage, evoking a raw, cinematic, and timeless feel)



Numero — 2
+
(model fluidly shifts personas, an interplay of texture and silhouette)

Video Direction —
campaign revolves around a singular narrative: a woman in transit, passing through the ephemeral space of a hotel room. the hotel becomes a stage for transformation, a place where people come and go, identities shift, and reinvention is constant. our model embodies this fluidity, emerging as a new character each time she leaves the room. from morning to night, her hair stays flawlessly styled, allowing her to embrace bold transformations without missing a beat.



internal use only



photo direction

Character Study

creative direction

(photo)

internal use only

(pg 8)



Photo Direction



Character Portraits — (Same Model, Different Characters)

cinematic exploration of identity through iconic character portraits, showcasing the power of reinvention and the artistry of transformation via maria nila’s haircare products. each still captures the essence of individuality and the limitless potential of self-expression.

internal use only

Character Study

creative direction

(photo)

internal use only

(pg 9)



Photo Direction



Character Portraits — (Same Model, Different Characters)

a vibrant tapestry of hair artistry and self-expression, character portraits highlights the transformative power of maria nila's hair care essentials—turning everyday moments into bold statements of individuality and style.

shot on medium format film and polaroid, character portraits explore bold identity + effortless reinvention. from sculpted textures to soft, natural volume, the imagery reflects the versatility and artistry made possible with maria nila’s vegan, cruelty-free hair care.

internal use only

Character Study

creative direction

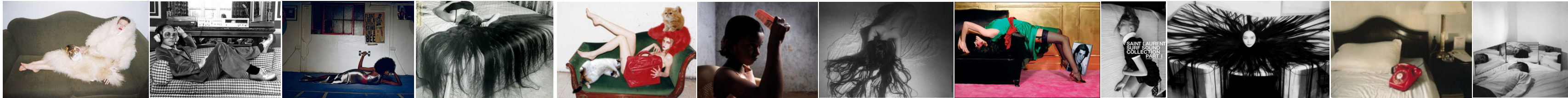
(photo)

internal use only

(pg 10)



Photo Direction



Hero Stills

unfiltered moments unfold across the streets of les and intimate corners of a chinatown hotel room. each spontaneous shot captures movement, texture and transformation—reflecting the effortless elegance of maria nila’s approach to hair care.

Numero — 1

+
(reclined on couch, fur throw: *head & hair heal booster mask* nourishes strands to maintain smoothness and shine, perfect for unwinding moments like these)

Numero — 3

+
(effortless texture begins with the *true soft booster masque*—bringing natural lift to carefree looks)

Numero — 6

+
(*head & hair heal conditioner* elevates the act of detangling)

Numero — 11

+
(maria nila products on 9 orchard hotel bed)

internal use only

Character Study

creative direction

(photo)

internal use only

(pg 11)



Photo Direction



Hero Stills

against the textured elegance of 9 orchard hotel, these portraits embody the quiet drama of individuality. each character tells a story through nuanced styling, reflecting the balance between intentionality and spontaneity, with hair as the central element of self-expression.

Numero — 2

+
(business meeting on phone: polished, structured style achieved with maria nila's *styling spray*, balancing control and flexibility)

Numero — 3

+
(woman lying in purple lit room: luminous, hydrated strands enhanced by *colour refresh*, creating depth and vibrancy under any light)

Numero — 5

+
(around table: hair styled for natural volume and resilience with *pure volume shampoo & conditioner*, ideal for everyday energy and movement elevates the act of detangling)

Numero — 10

+
(figure with hair as wings: hair transformed into art, elevated with *finishing spray*, securing bold, creative shapes with ease)

internal use only

Character Study

creative direction

(photo)

internal use only

(pg 12)



Photo Direction



Hero Stills

characters’ looks tell a layered story, elevated by intricate hair styling that blurs the line between natural and avant-garde, perfectly complementing the narrative.

Numero — 4
+
(shadows and light emphasize the shine perfected with *argan oil*, giving hair a subtle glow)

Numero — 11, 12
+
(woman submerged in water: hydrated and radiant, hairs’ sheen is enhanced by the *hydrating masque*, delivering deep nourishmentt)

internal use only

Character Study

creative direction

(photo)

internal use only

(pg 13)



Photo Direction



Hero Stills

romantic curls, a state of in between indicative of the transient woman, who floats in and out of the hotel. each character’s hair becomes a defining feature, with textures, shapes, and styles elevated to artful heights—reflecting maria nila’s dedication to thoughtful, intentional care

internal use only

Character Study

creative direction

(photo)

internal use only

(pg 14)



Photo Direction



Hero Stills

celebrating the beauty in the ordinary—
everyday rituals become moments of self-care,
intention, and quiet luxury, transforming the
mundane into something meaningful.

Numero — 2

+
(a curated chaos of character and creativity
—where every wig tells a story, and
transformation becomes a playful ritual of
self-expression)

internal use only

Character Study

creative direction

(photo)

internal use only

(pg 15)



Photo Direction



Hero Stills

rooted in the clean, minimalist aesthetic of scandinavian design, these portraits balance understated elegance with intentional detail. each image reflects a quiet sophistication, where natural textures and muted tones complement the effortless versatility of the characters.

Numero — 2

+

(exaggerated head pieces: playful and bold, this look balances creativity and craftsmanship, embodying the art of quiet drama)

internal use only

Character Study

creative direction

(photo)

internal use only

(pg 16)



Photo Direction



Hero Stills

an ode to spontaneity—these images capture fleeting, unscripted moments where characters come alive in unguarded expressions. each frame feels instinctive, blurring the line between reality and performance, inviting the viewer into a world of raw authenticity and unexpected beauty.

internal use only

Character Study

creative direction

(photo)

internal use only

(pg 17)



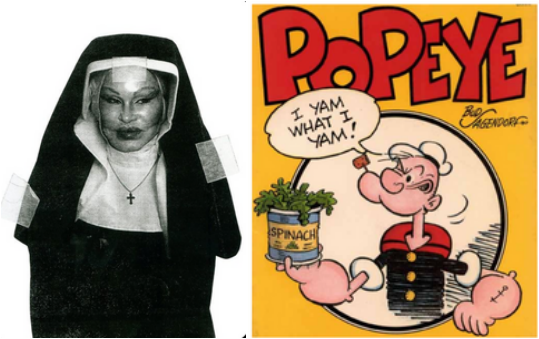
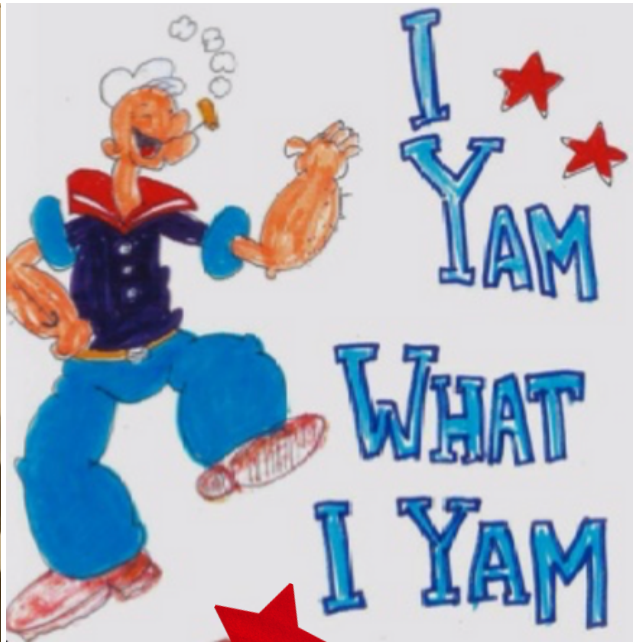
Photo Direction



Hero Stills

an exploration of playful contrasts and candid energy, these images invite curiosity with their layered narratives. from quiet moments of intimacy to bold displays of movement and form, each frame tells a story that feels both spontaneous and intentional—capturing the beauty in the unexpected.

internal use only



Character Study

creative direction

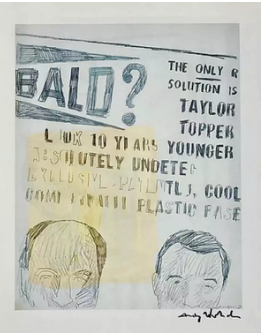
(flat lays)

internal use only

(pg 19)



Product Flats Direction



+



Numero — 1

illustrating the “before and after” effects of the product. the sketch style is loose and unrefined, giving an intimate, hand-drawn quality that contrasts with the commercial nature of the text.



Numero — 3
+
(product flats / bts collages)



Numero — 2
+
(product flats / bts collages)



internal use only

Character Study

creative direction

(flat lays)

internal use only

(pg 20)



Product Flats Direction

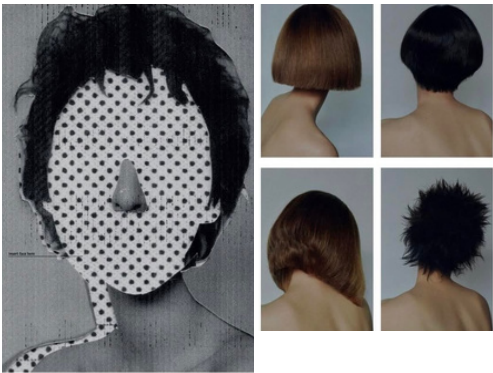


+



Numero — 1

illustrating the “before and after” effects of the product. the sketch style is loose and unrefined, giving an intimate, hand-drawn quality that contrasts with the commercial nature of the text.



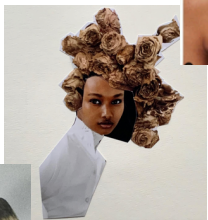
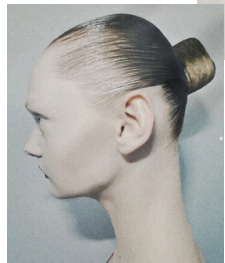
Numero — 3
+
(product flats / bts collages)



Numero — 2
+
(product flats / bts collages)



internal use only



hmua

Character Study

creative direction

(hmua)

internal use only

(pg 22)



HMUA Direction



Hair and Makeup

Numero — 8
+
(spray wigs with campaign name or “maria nila”)

each wig showcases a different personality, amplified by maria nila’s products for a flawless, natural finish. wigs stays flawless and secure throughout her day.

internal use only

Character Study

creative direction

(hmua)

internal use only

(pg 23)



HMUA Direction



internal use only



hmua

Lace Locked and Loaded

creative direction

(styling)

internal use only

(pg 25)



Styling Direction



Styling

wardrobe reflects each character’s narrative.
fun + vibrant throughout campaign.

internal use only



thank you